

REP HEADLINE# 6390340

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES *

REP HEADLINE# 6390340
*** UNAPPROVED REV #2 ***

ADV # _____ ADV. NAME ISS/INTL ASSC FIREFIGHTERS REP. # _____ OFF. # _____ SA _____

AGY #	AGY. NAME	WATERFRONT STRATEGIES	BUYER NAME	SPENCER WOOD

3050 K ST NW, SALES PRSN WA- HEATHER UTTL

WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6390340 CLASS. NATI _____

PRDCT IAFF FIREFIGHT*GFSB* EST#2182 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE _____

REP: REVISED ORDER
LN 9 REMOVED 1 SPOT
ADDED LN 15
TTL SAME
PLS CFM
THANKS, MIKE FOR HEATHER

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
IAFF FIREFIGHTERS

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START DATE:	:END DATE:	SPTS/WK:	WEEK INVT:	D
AGENCY ADVERTISER CODE =											
AGENCY EST# = 2182											
AGENCY PRODUCT CODE =											
9	S		600P-630P	30		\$110.00	10/30	11/2	4		TU-F
PROGRAM : EARLY NEWS											
CON COM1: EARLY NEWS											
15	A		600P-630P	30		\$110.00	11/5	11/5	1		MON
PROGRAM : EARLY NEWS											
CON COM1: EARLY NEWS											

REP HEADLINE# 6390340

*** UNAPPROVED REV #2 ***

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703-516-9680

HARRIS REPORT FROM REP

CHANGES

NOV1/12 22.42

*** WFSB-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
NOV/12			\$4,805.00									
CONTRACT TOTAL											\$4,805.00	
TOTAL SPOTS												61

MARKET TOTALS \$25,289
WFSB 19%
WTNH 58%
WVIT 6%
WTIC 6%
WCTX 0%
WCCCT 3%
WHPX 0%
CABL 8%

SHARES ARE ACCURATE.
GFSB IS REFLECTED IN CABL

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE



WFSB Fairfield County
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

CONTRACT

<u>Contract / Revision</u> 499938 /		<u>Alt Order #</u> 06390340
<u>Product</u> IAFF FIREFIGHT*GFSB*		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Estimate #</u> 2182
<u>Advertiser</u> International Association Of Fire Fighters		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> GFSB	<u>Account Executive</u> Heather Uttley	<u>Sales Office</u> HRP-WASHING
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	GFSB	10/30/12	11/02/12	6AM-6:30AM Eyewitness Nev	6AM-6:30AM		:30			NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$50.00			
2	GFSB	10/30/12	11/02/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	6	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				6	\$45.00			
3	GFSB	11/05/12	11/06/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$45.00			
4	GFSB	10/30/12	11/02/12	Eyewitness News at Noon	12PM-12:30PM		:30			NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$60.00			
5	GFSB	10/30/12	11/02/12	CBS Daytime	1230-2p		:30			NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$60.00			
6	GFSB	10/30/12	11/02/12	CBS Daytime	2-3p		:30			NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$60.00			
7	GFSB	10/30/12	11/02/12	M-F 3pm-4pm Syndication	2:58pm-4pm		:30			NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$60.00			
8	GFSB	10/30/12	11/02/12	4PM-5PM	4PM-5PM		:30			NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$110.00			
N 9	GFSB	10/30/12	11/02/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM		:30			NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$110.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB Fairfield County
 333 Capital Blvd
 Rocky Hill, CT 06067
 (860)728-3333

<u>Contract / Revision</u> 499938 /		<u>Alt Order #</u> 06390340
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Product</u> IAFF FIREFIGHT*GFSB
<u>Advertiser</u> International Association		<u>Estimate #</u> 2182
		<u>Original Date / Revision</u> 11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
	1	GFSB	10/29/12-11/04/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM	-TuWThF----	:30		\$110.00	NM		
	See MG 9.7											
	5	GFSB	10/29/12-11/04/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM	-TuWThF----	:30		\$110.00	NM		
	See MG 9.6											
	6	GFSB	11/02/12-11/02/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM	-----F----	:30		\$110.00	NM		
	Ⓜ MG for 9.5 10/30											
	7	GFSB	11/05/12-11/05/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM	M-----	:30		\$110.00	NM		
	Ⓜ MG for 9.1 10/30											
	10	GFSB	10/30/12	11/02/12	7PM-7:30PM		:30			NM	5	\$550.00
	<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div><div><u>Week:</u> 10/29/12</div><div><u>11/04/12</u></div><div><u>-TWTF--</u></div><div><u>5</u></div><div><u>\$110.00</u></div></div></div></div></div>											
	11	GFSB	10/30/12	11/02/12	7:30PM-8PM		:30			NM	5	\$550.00
	<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div><div><u>Week:</u> 10/29/12</div><div><u>11/04/12</u></div><div><u>-TWTF--</u></div><div><u>5</u></div><div><u>\$110.00</u></div></div></div></div></div>											
	12	GFSB	11/03/12	11/03/12	7PM-8PM		:30			NM	2	\$70.00
	<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div><div><u>Week:</u> 10/29/12</div><div><u>11/04/12</u></div><div><u>-----2-</u></div><div><u>2</u></div><div><u>\$35.00</u></div></div></div></div></div>											
	13	GFSB	10/30/12	11/04/12	M-SU Eyewitness News @ 11	11PM-11:35PM	:30			NM	5	\$325.00
	<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div><div><u>Week:</u> 10/29/12</div><div><u>11/04/12</u></div><div><u>-TWTF--</u></div><div><u>5</u></div><div><u>\$65.00</u></div></div></div></div></div>											
	14	GFSB	11/04/12	11/04/12	Delayed 60 Minutes	730-830p	:30			NM	1	\$400.00
	<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div><div><u>Week:</u> 10/29/12</div><div><u>11/04/12</u></div><div><u>-----1</u></div><div><u>1</u></div><div><u>\$400.00</u></div></div></div></div></div>											
Totals											61	\$4,805.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	61	\$4,805.00	\$4,084.25
Totals	61	\$4,805.00	\$4,084.25

Signature: _____ Date: _____

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